

Brooke Alexander

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Dear Sir:

Back in 1953 a Tokyo businessman got the idea that transistorized radios would be a fine product for his struggling new company. They were. Now Sony Corporation does an annual volume of over \$100 million.

In 1959 a Vancouver executive, then 31 years old, got the idea that an inventory-taking service might be profitable. He and a friend started the very successful Canadian Stock Audit Co.

Both of these ideas came from Fortune -- the March, 1953 and April, 1959 issues respectively.

This doesn't, of course, mean that Fortune will help you get rich quick -- or slowly. But it does suggest you'll find some extremely profitable ideas in it. (Most companies agree -- they'll pay for an executive's subscription. So does the I.R.S., which generally allows Fortune as a business expense.)

But I'd like to prove my point, and I can if you'll meet me halfway. If you will accept the next 10 issues of Fortune, I will reduce the price by 12 $\frac{1}{2}\%$ . It's a break-even proposition for us, but we'll take the chance that you will end up as a permanent subscriber.

In addition, to make the offer more attractive, we will send you a free copy of this remarkable book: 40 Investment Opportunities from Fortune.

Why this particular book? Because it contains a wealth of practical ideas to help you bolster your personal investing program. Based on articles which appeared in Fortune's Personal Investing column during recent months, 40 Investment Opportunities from Fortune will give you clearer insight into the techniques and strategy of modern personal investing.

We offer you this book as solid proof that Fortune brings you ideas and information worth money in the bank. That, basically, is the reason why hundreds of thousands of cost-conscious executives (including 54,200 company presidents) buy Fortune's every issue.

What distinguishes Fortune from other publications? Its talented staff of business experts (73 of them). The time it devotes to every article (an average of two months). The money it spends in gathering ideas (\$2.67 for every word you read).

This is part of what you'll find in Fortune:

(1) Corporation Stories that give you an intimate picture of how other companies are solving their problems, or failing to solve them. So thorough they're analyzed in business schools, these case studies offer precious intelligence to executive and investor alike. Among recent studies: U.S. Steel, TWA, Super Valu, International Minerals, AT&T, Pure Oil, Kodak, Lockheed, Sperry Rand, Chrysler, Comsat, Travelers and Pfizer.

(2) Management Stories that give you authoritative guidance based on painstaking research. Typical articles have counselled Fortune readers on how to manage management consultants, young executives, profitable products, computers and trade shows.

(3) Industry Stories that show you where big and small industries are headed, and why. Recent examples: oil, autos, air cargo, computers, pro football.

(4) Business Roundup, the remarkable economic forecast that has predicted most major economic trends for the last 16 years. Many businessmen are paying upwards of \$100 for services far less valuable than this one Fortune feature.

(5) Personal profiles that show you how the most interesting men in business got that way. Men like Norton Simon, Troy Post, Howard Hughes, Bill Lear, David Ogilvy, Monroe Spaght, Peter Kiewit.

(6) Investment analysis that's unusually probing and sophisticated. Recent topics: defense-company backlog, gold stocks, cattle-future speculation, swap funds, bond prices, closed-end funds, seasonal stock-price patterns.

(7) Technology reports that explain, in English, exactly what the new laboratory developments mean to you and to your business.

And that's just a start. Fortune also covers trends and news of economics, politics, foreign business, taxes, executive life, the structure and design of our environment ... everything, in fact, that affects your career and your bank account.

As you're no doubt aware, Fortune is not the least expensive magazine you can buy. It's \$1.50 at the newsstand; \$1 a copy at the regular one-year subscription price. To you, under our introductory terms, it's \$8.75 for 10 issues -- just about 87¢ a copy. And you get 40 Investment Opportunities from Fortune with our compliments.

It's a lot of magazine for 87¢. Still, if you later decide Fortune's not paying its way for you, let me know and I'll see that you get a prompt refund on the balance of your subscription.

It's a simple matter to return the invitation card that's enclosed. You'll be in the good company of some 450,000 businessmen the world over who know a profitable idea when they see one.

Cordially,

*Brooke Alexander*

Brooke Alexander  
Assistant to the Publisher

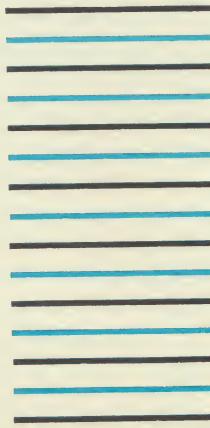
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Please send me the next 10 issues of Fortune for \$8.75. Also send me a free copy of *40 Investment Opportunities from Fortune*. If Fortune does not provide me with the kind of business intelligence I can use, I may cancel at any time and receive a refund for the unexpired portion of my subscription.

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I am already a Fortune subscriber. Send me the free book and extend my subscription for 2 years (28 issues) for \$21, a saving of 25% of the cost of two one-year subscriptions. (Important: you must enclose your address label from a Fortune mailing wrapper.)

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*Accept a **FREE** copy  
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Both large and small investors will find it rewarding to read *40 Investment Opportunities from Fortune*. Based on articles which appeared in Fortune's Personal Investing column during the past months, this valuable soft-cover book provides a wealth of practical ideas for the busy businessman who wants to gain clearer insight into today's investing opportunities.

For example, you will discover —

- Why tire stocks are deflated. The four major tire companies all had the highest sales in history in 1965. Three had record earnings. Why are tire stocks rated so low by investors?
- How investors are protected against mismanagement of their affairs by stockbrokers. In practice, the individual investor probably gets more protection from the major stock exchanges than from the law. How is he protected?
- How to think about capital-gains taxes. Internal Revenue figures suggest a significant number do not realize capital gains from sales of stocks. Why?
- Why a man named Jones is considered the best manager of investors' money. Alfred Winslow Jones has actually made millionaires of several of his investors. What's his secret?

With your introductory subscription to Fortune, you will receive a free copy of *40 Investment Opportunities from Fortune*.

Take advantage of Fortune's economical introductory subscription rate and mail the attached card in the postage-paid envelope — today.

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# OPINIONS:

"Now that we've seen first-hand a Fortune writing-and-research team in action, we can appreciate the amount of preparation, hard digging and fact-checking that goes into one of your articles. No wonder Fortune enjoys such a unique position in the business field."

—GEORGE ROMNEY

"Your article gives a remarkable image of Ampex and presents to us a challenge to extend ourselves into the direction which you have outlined. Any noticeable improvement at Ampex from now on will be partially credited to you." — ALEXANDER M. PONIATOFF,  
*Chairman of the Board, Ampex Corporation*

"I stalk thru the pages of each issue of Fortune like a big game hunter and I can honestly say hunting has been good. It is a rare issue that I read that leaves me empty handed. Every once in awhile I bag an idea or business trend that is better than money in the bank."

—Willard J. White,  
*Smith Welding Equipment,  
Div. Tescom Corporation*

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## THE INVESTOR'S FORTUNE

Do you know where your broker gets *his* information?

If he's good at his job, of course, he'll have hundreds of sources. Among the best: his research department, friends in management, his own customers.

And high on the list will be Fortune—perhaps his only source that's also available to you first-hand. Ask him about it, the next time you talk. He'll tell you about Fortune's unique reputation on Wall Street. He'll probably add that it's a reputation earned by results.

Results like these:

*In 1958* Fortune's management experts uncovered the full story of Litton Industries and suggested the company was a growth situation worth watching. At that time few people had even heard of Litton; during the next five years the company's sales and profits quintupled.

*In 1958* an article in Fortune on the potential uses of the transistor caught the eye of a Japanese businessman. His struggling new company decided to produce transistorized radios. Sony now does an annual volume of over \$100 million.

*For more than 15 years*, with few exceptions, Fortune's Business Roundup has forecast every major turn in the economy—usually 12 to 18 months in advance.

**How can Fortune produce results like these?**

Simply: it gets *inside* the investment world—to uncover opportunities for investors that are not revealed elsewhere. Fortune works harder and ranges farther than other investigators, all the way from steel stocks to gem stones, from Broadway shows to Scotch in the barrel.

And Fortune gets *inside* management, to reveal information that's crucial to investors yet almost impossible for them to find.

Typically, when Fortune did a story on Jersey Standard, Editor Walter Guzzardi took notes at the elbow of Jersey's board chairman all day for three weeks—the only time an outsider has ever

## Editorial Awards Recently Presented to Fortune

- American Chemical Society James T. Grady Gold Medal Award
- William the Silent Award for Journalism
- AAAS—Westinghouse Science Writing Award
- Fipp Cover Award
- National Space Club Press Award
- Loeb Award for Distinguished Business and Financial Journalism
- American Psychological Foundation Science Writer's Award
- National Real Estate Journalism Award
- Overseas Press Club Award
- Finlandia Foundation of New York Press Award
- American Bar Association Golden Gavel Award
- Blakeslee Award of the American Heart Association
- INGAA—University of Missouri Award

been permitted in the ruling councils of the country's second biggest corporation.

Fortune's singular access to top management brings you vital intelligence that most investors never see:

- what kind of men are running a company (or an industry)
- how well (or how badly) they operate
- how they view their own company's prospects
- how *they* are viewed by their own colleagues
- what their immediate and long-range plans are

When Fortune does one of its famous Corporation Stories, professionals are aware that what they are reading is far more than the usual rehash of previously published reports and public relations puffery. Fortune's writers are allowed free rein; they are never satisfied with the obvious; they'll often probe for months to get their story. And each one is a top business expert—ask anyone who has been a Fortune subject.

In recent months Fortune's 73-man investigating team unearthed highly profitable intelligence on the subjects listed below. We list them to help demonstrate how—

- if you are a business executive...
- and if you invest any money at all...
- *then just one Fortune article can repay the cost of your Fortune subscription many times over...*

The Comeback of the Mutual Funds  
Why Big Money Still Chases Oil  
The Churning Executive Job Market

Report Card on the Business Schools

The Price of Success at Chrysler

Truth in Advertising

Brokers' Profits and Customers' Goals

How to Make 25% a Year (While the Going Is Good)

Whiskey as Capital

Slaughter in the Futures Market

Knowledge: Biggest Growth Industry of Them All

U.S. Economy Under New Management

Mitsubishi: The Giant That Wouldn't Stay Dead

The Big Skid at Yale Express

Comsat's Threat to A.T. & T.

The Biggest Invisible Builder in the World

Why Some Companies Have a Lot of Cash

The All-Purpose Utility Stocks

A Bet on Down-and-Out Bonds

How They Put "Gusto" into Schlitz

The Drift to Early Retirement

Big Dogs, Little Dogs, and the Air Cargo Bone

The Aluminum Companies' Big Stakes in Real Estate

The Vietnam War: How Expensive?

Management Consultants and How They Grow

What Bank Stocks' "Earnings" Really Mean

The Mathematicians Look at Stock Prices

The Kodak Picture—Sunshine and Shadow

LBJ's Romance with Business

What's in It for Muscat, Huffines and Krock?

Harnessing the R. & D. Monster

The World's Biggest Merger

Ticklish Time for the Paper Stocks

The SEC: Cast of Characters  
What Del Webb Is Up To in Nevada  
Textron: How to Manage a Conglomerate

The Future of American Express  
General Foods Is Five Billion Particulars  
Who Are the American Poor?

"To Live and Die for Armstrong"  
Gold in the California Hills  
The Quality of Life Behind the Soviet Statistics

New Forces in the Stock Market  
A New Road Into Real Estate  
That Mighty Pump, Prudential

Shopper's Guide to Corporate Jets  
Automation and the Labor Market  
Norton Simon Says Thumbs Down

The Auto Industry's Road Ahead  
Inside the "Insider" Issue  
Corning Glass, the Company That Never Left Town

A Squeeze on the Savings-and-Loans  
The Very Round Profits of Square D  
The Defense Industry Is Facing Trouble

Why Is There a Stock Market?  
European Nationalism Threatens U.S. Investment  
The Best Hedge Against Catastrophe

Those Fund-Raising Businessmen  
Housekeeping Problems on Wall Street  
Pfizer's Self-Prescribed Tonic

Color TV's Embattled Future  
Where's the Gold in Color TV?  
Battle of the Computer Marketeers

U.S. Oil: Caught in Its Own Web  
The Private Turbulence of Eastern Air Lines  
Con Edison: The Company You Love to Hate

What Price Nike-X?  
"Escalation" as a Strategy  
The Lone-Wolf Guardian of Federal Morality

Germany's Financial Coronaries  
Boston: What Can a Sick City Do?  
Hoover's Well-Vacuumed World

Sears Makes It Look Easy  
Under Marion Harper's Big Tent  
The Curious Pursuit of Pure Oil

"We're the Most Enterprising Utility in This Country"  
Chattel Law and the Negro  
How McNamara Does It

Conoco's Widening World  
Businessmen in a Political Jungle  
Sperry Rand's Computer Gamble

These are stories that have appeared in recent issues of Fortune. The *next* issue will contain articles of equal importance, full of fresh, thoroughly researched thinking that will bear directly on your business and investment decisions. Can it be to your advantage to miss that thinking? The invitation that's enclosed will introduce Fortune to you at a specially reduced rate; you will also receive a free bonus book. You need only fill out the invitation card and mail it in the reply envelope provided.